TO OUR FAMOUS VALUE BRAND CUSTOMERS:

EFFECTIVE WITH SHIPMENTS OF TUESDAY, MAY 9, 1995, WE WILL ADJUST OUR LIST PRICES AS FOLLOWS:

BRAND	INCREASE
ALL AMERICAN VALUE AND PRIVATE LABEL	$1.50/M CIGARETTES

ALL ORDERS RECEIVED IN OUR RICHMOND, VIRGINIA, OFFICE AFTER 2:30 P.M. EASTERN DAYLIGHT SAVINGS TIME ON FRIDAY, MAY 5, 1995, AS WELL AS ORDERS ON HAND AT SUCH TIME, INCLUDING STANDING ORDERS AND THOSE ORDERS HELD BY US FOR FUTURE SHIPMENT, WILL BE BILLED AT THE NEW PRICES.

ALL ORDERS ARE SUBJECT TO ACCEPTANCE BY OUR RICHMOND OFFICE AND TO STANDARD TERMS AND CONDITIONS OF SALE, PRICES, STYLES AND SIZES IN EFFECT ON DATE OF SHIPMENT, EXCEPT AS MODIFIED BY THIS ANNOUNCEMENT.

DIRECT REBATE PROGRAM

TO ENABLE YOU TO MAKE AN ORDERLY ADJUSTMENT OF YOUR PRICING STRUCTURE, AS SOON AS PRACTICABLE AFTER MAY 9, 1995, WE WILL ISSUE TO YOU A CREDIT MEMO FOR THE DIFFERENCE BETWEEN THE NEW AND OLD PRICES, LESS ANY APPLICABLE CASH DISCOUNT RATE, FOR TWO AVERAGE WEEKS' PURCHASES BASED ON SHIPMENTS TO YOU DURING THE FOUR WEEK PERIOD MARCH 6 THROUGH MARCH 31, 1995.

ELECTRONIC PAYMENT PROGRAM (EPP) PARTICIPANTS

PLEASE CONSULT YOUR PROGRAM MATERIAL OR OUR EPP REPRESENTATIVE AT OUR EPP TOLL-FREE NUMBER IF YOU HAVE ANY QUESTIONS REGARDING EPP AS IT RELATES TO THIS PRICE ANNOUNCEMENT.

FAMOUS VALUE BRANDS IS NOT LIABLE FOR ANY ERRORS IN THIS COMMUNICATION THAT MAY OCCUR DURING THE TRANSMISSION PROCESS.

THANK YOU FOR YOUR CONTINUED SUPPORT AND COOPERATION.

FAMOUS VALUE BRANDS
A DIVISION OF PHILIP MORRIS U.S.A.

COMMUNICATED MS MAIL 5/5/95 TO VPRSs, TMDs, SSDs, TMPs, TMMs, TMFs, NAMs, HRDs, RFDs, RFMs, RMIAs, SOMs, DMs, SAMs, RMSMs, SFLMs, RFAs, RRs, AND RTs. BT2000 5/5/95 TO UMs, TSMs, AND AMMSs. OCTEL 5/5/95 TO THE ENTIRE FSF. GE FAX 5/5/95 TO ALL DIRECT ACCOUNTS. NO HARD COPIES PROVIDED BY NYO.

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